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Subject: CBS Tax Sales DPL Tracker - Thrive Leads
Date: April 11, 2013 at 5:53 PM
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Ryan/Jason:

Attached is the Sales/DPL Report for all leads we have sent you through today. The overall DPL's are totalled through last week's sales report, 4/6/13. We have segmented the attached report by lead type to look at overall performance as well as individual sales floors. This will give you an idea of the key performance metrics we are tracking each week. Please let me know when you are available to discuss.

Listed below is a summary by lead type (through 4/6/13):

1st Pass

- 52 Units (\$237,745.77 coaching volume)
- \$47,500 Tax Sales (8 units)
- \$913.46 DPL
- 20% Return
- 15% Sell Through Rate

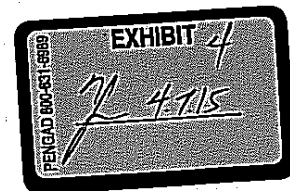
2nd Pass

- 16 Units (\$86,850 coaching volume)
- \$3,790 Tax Sales (3 units)
- \$236.88 DPL
- 4% Return
- 19% Sell Through Rate

Income Class

- 39 Units (\$9,792.97 coaching volume)
- \$8,039 Tax Sales (8 units)
- \$206.13 DPL
- 82% Return
- 21% Sell Through Rate

Thanks,
Jen



Tax Sales Week	Units (Leads)	Coaching Volume	Tax Sales	Tax Volume	DPL	% Returned	Sell Through Rate
23-Mar	15	\$ 51,682.00	0	\$ -	\$ -	0%	0%
30-Mar	22	\$ 104,394.77	1	\$ 22,437.00	\$ 1,019.86	21%	5%
6-Apr	15	\$ 81,669.00	7	\$ 25,063.00	\$ 1,670.87	31%	47%
13-Apr	18	\$ 89,139.99			\$ -	0%	0%
Summary	52	\$ 237,745.77	8	\$ 47,500.00	\$ 913.46	20%	15%

Tax Sales Week	Units (Leads)	Coaching Volume	Tax Sales	Tax Volume	DPL	% Returned	Sell Through Rate
23-Mar	0	\$	0.00	\$		0%	0%
30-Mar	8	\$ 42,160.00	2	\$ 1,395.00	\$ 174.38	3%	25%
6-Apr	8	\$ 44,690.00	1	\$ 2,395.00	\$ 299.38	5%	13%
13-Apr	6	\$ 24,180.00			\$ -	0%	0%
Summary	16	\$ 86,850.00	3	\$ 3,790.00	\$ 236.88	4%	19%

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Tax Sales Week	Units (Leads)	Coaching Volume	Tax Sales	Tax Volume	DPI	% Returned	Sell-Through Rate
23-Mar	0	\$		0	\$		0%
30-Mar	25	\$	7,323.99	5	\$	1,194.00	47.76
6-Apr	14	\$	2,488.98	3	\$	6,845.00	488.93
13-Apr	13	\$	2,146.95		\$	-	0%
Summary	39	\$	9,792.97	8	\$	8,039.00	206.13
							82%
							21%

x

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